

Program Data Sheet

Name of Event: Childrens Christmas party			Pilot Program
			Revised program
		x	Repeat Program
Date:20 Dec 2003	Day of Week:Saturday	Time:1200-1400	
Location:Bowling Center	Information Phone #:788-2939	Price:0.00	
Program Coordinator: Center Management			
Phone #:788-2939	Fax #:same	e-mail Address:bowling@monroe	
Purpose of the Event: Let the kids see Santa and Bowl !!!!!			
Indicator/Measure of Success: unknown- inheired the “event”			
After Action Report (AAR) Comments from Prior Event(s): none of which I am aware			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
	Publicity				
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
	Food & Beverages				
	Procurement				
	Set-up / Clean-up				
	Other				

After Action Report

Financial Analysis		
Sales:	0.00	Notes: This event had 22 youngsters free bowl for 3 hours, and receive a candy gift from Santa Claus. 87.00 of ancillary sales from F/B prevented this from being a total financial disaster. However, 19 of 22 youngsters were ones which are attending the inaugural Junior Bowling Program.
COGS:	42.00	
Other Revenues:	87.00	
Labor:	75.00	
Other Expenses:	22.00	
NIBD:	- 6.25%	

Program Analysis	
Attendance:	22 participants
Indicator/Measure of Success: ?Youngsters had fun???	
Elements to Change: This program may be able to be successful once a viable junior program is established. In that case- it would be the Junior Bowlers Christmas Party, and a completely different event!!!!!!	
Elements to Eliminate: Given the arrival of Santa at the Fitness Center, and Breakfast with Santa at the BBCC- I think most youngsters were "Santa"ed" out!!!!!!!	
Elements to Add:	
Other Comments: Participants were almost exclusively youngsters who have shown for the start of the Youth league Program. Unlike Halloween, where there can be a best costume contest, and summarily awarded prizes- there is no external competitive draw to a Santa event- and charges for staging a Christmas event resound with accusations of profiteering. I struggle to find reasons for continuing this event from a profit motive perspective- but in the spirit of the Holidays- this event will probably continue- hopefully in some altered form.	